

FIG. 1

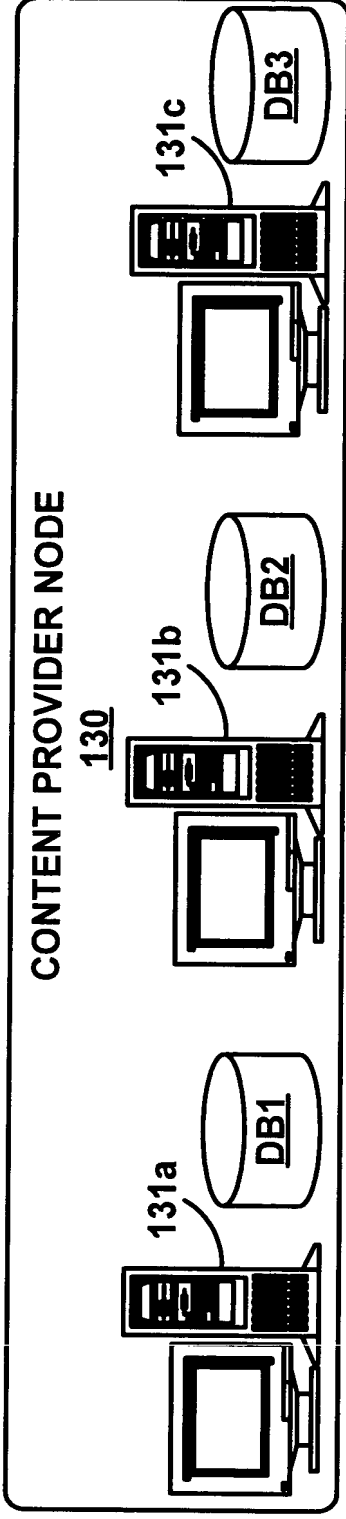


FIG. 2

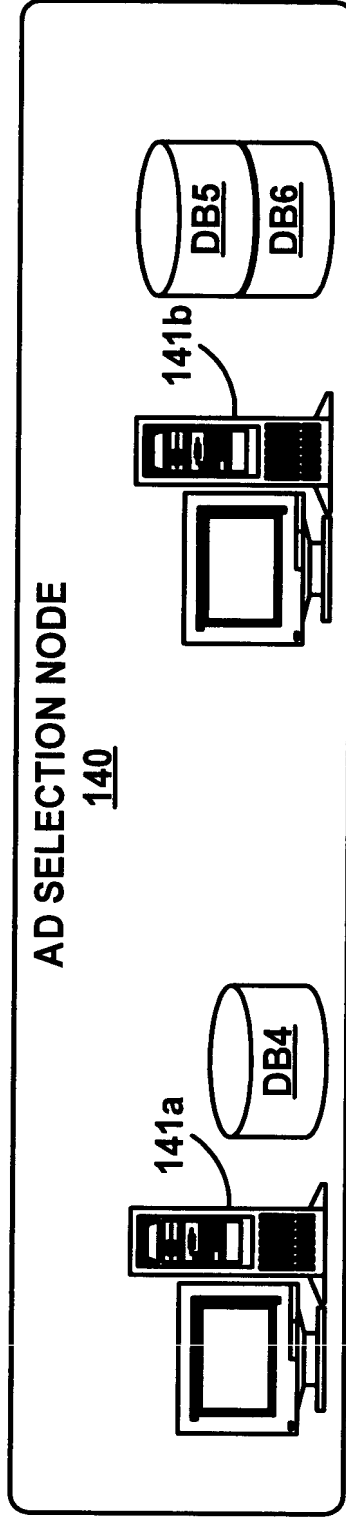


FIG. 3

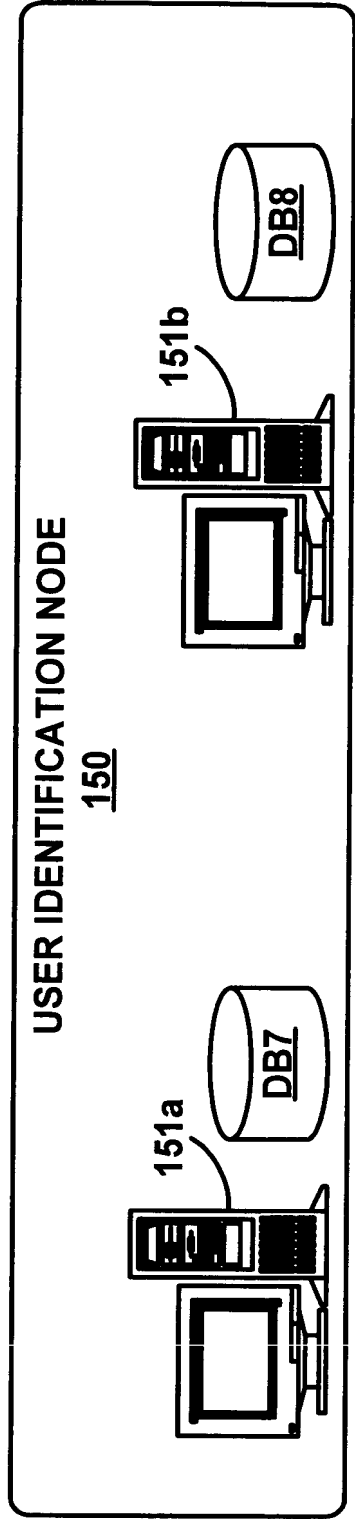


FIG. 4

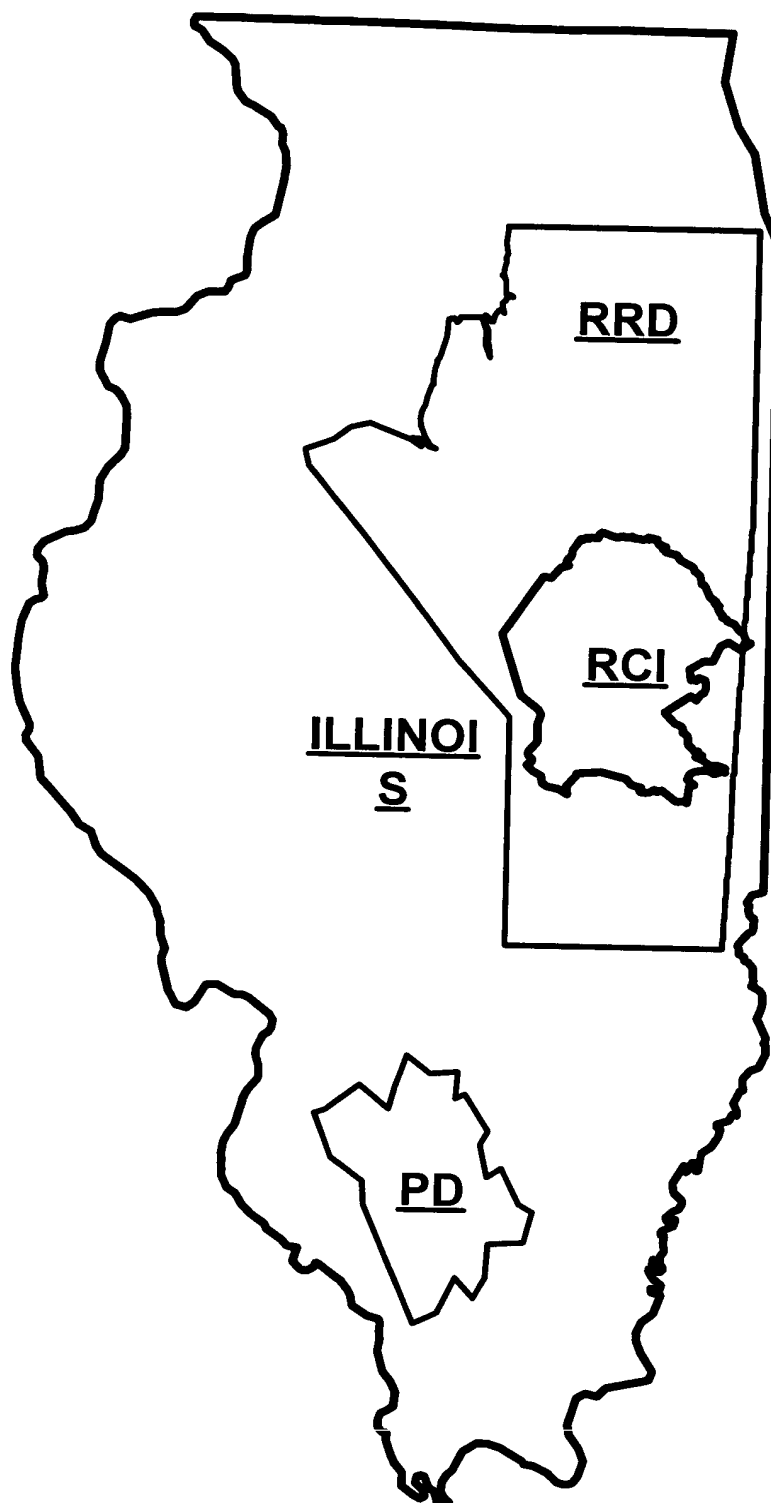


FIG. 5

<h1>Dizpersion</h1>									
		accounts		advertiser		website		log off threshold	
Broadcast Ad		Ad Upload		Coupon		Quantity		Channels	
		Geographic		Demographic		Summary			

Company Name _____

User Name _____

Street Address _____

City, State Zip _____

Home _____

Steps

1. Select an Advertiser.

Advertiser 1 ▼

203
2. Retrieve Advertisement. File:

Browse...

204
3. Define Ad Type.

Banner ▼

205
4. Press Submit.

Submit

206

200

FIG. 6

201

202

Dizpersion

log off

threshold

accounts

advertiser

website

newspaper

Broadcast Ad

Ad Upload

Coupon

Quantity

Channels

Geographic

Demographic

Summary

Company Name

User Name

Street Address

City, State Zip

Home

Steps

1. Define Outcome of Click-through.

☐ Coupon
 ☐ URL Destination

211

2. Retrieve Coupon.

File

212

4. Press Submit. 213

Browse...

Submit

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<h2>Dizpersion</h2>				
	accounts	advertiser	log off	threshold newspaper
Broadcast Ad	Ad Upload Coupon	Quantity	Channels	Geographic Demographic Summary
<p>Company Name User Name Street Address City, State Zip Home</p> <p style="text-align: center;"><u>Steps</u></p> <ol style="list-style-type: none"> Enter the Number of Impressions Purchased. Select the Broadcast Start Date. Select the Broadcast Start Time and Time Zone. Select the Broadcast End Date. Select the Broadcast End Time and Time Zone. Press Submit. 				
<div style="display: flex; justify-content: space-between;"> <div style="width: 40%;"> <input type="text"/> </div> <div style="width: 50%;"> <div style="margin-bottom: 10px;"> 221 Impressions </div> <div> <div style="display: flex; justify-content: space-around;"> <div>Start Date</div> <div>222</div> </div> <div style="display: flex; justify-content: space-around;"> <div><input type="text"/></div> <div>Day ▼</div> <div>2001 ▼</div> </div> </div> </div> <div style="margin-top: 10px;"> <div style="display: flex; justify-content: space-around;"> <div>Start Time</div> <div>223</div> </div> <div style="display: flex; justify-content: space-around;"> <div><input type="text"/></div> <div>AM ▼</div> <div>Eastern ▼</div> </div> </div> </div> <div style="margin-top: 10px;"> <div style="display: flex; justify-content: space-around;"> <div>End Date</div> <div>224</div> </div> <div style="display: flex; justify-content: space-around;"> <div><input type="text"/></div> <div>Day ▼</div> <div>2001 ▼</div> </div> </div>				

End Time

225

AM ▼

Eastern ▼

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$$\frac{\infty}{F|G}$$

Dizpersion

log off threshold

accounts advertiser website

Broadcast Ad Ad Upload Coupon Quantity Channels Geographic Demographic Summary

Company Name
User Name
Street Address
City, State Zip
Home

Steps

1. Select Channels/Websites

☐ Sports ☐ Family ☐ General Interests

test.com test.com

Submit

As a % of all Actual Hits As a % of all traffic to the website or channel traffic to the whole network the related period

230

FIG. 9

201

202

Dizpersion

log off

threshold

accounts

advertiser

website

newspaper

Broadcast Ad

Ad Upload

Coupon

Quantity

Channels

Geographic

Demographic

Summary

Company Name

User Name

Street Address

City, State Zip

Home

Steps

1. Select the Country.

2. Select the State.

3. Select the County.

4. Select the City.

5. Select the Zip Code.

6. Press Submit.

241

242

243

244

245

USA

Submit

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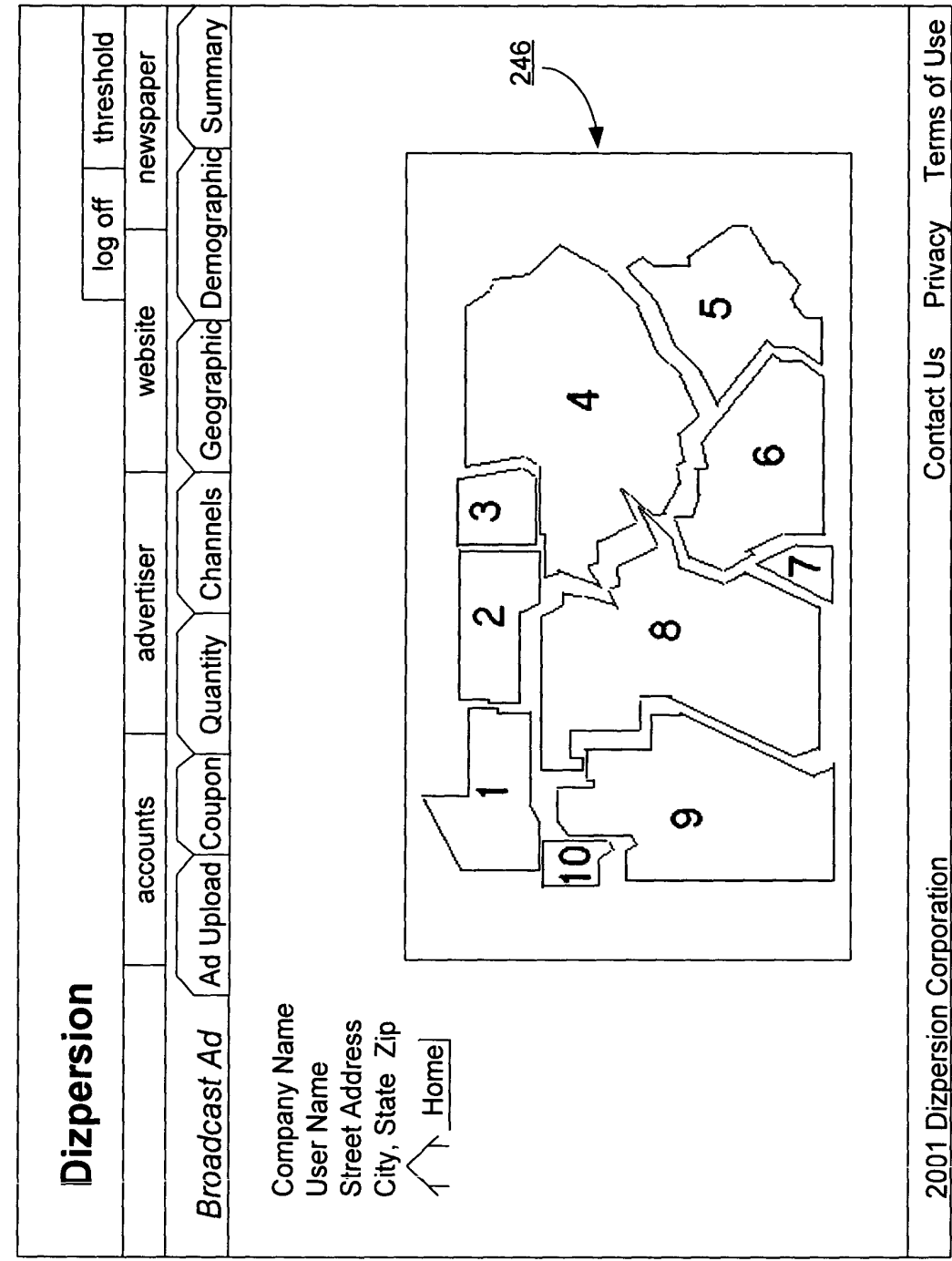
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240

FIG. 10



240'

FIG. 11

201

202

log off

threshold

website

newspaper

Broadcast Ad

Ad Upload

Coupon

Quantity

Channels

Geographic

Demographic

Summary

Company Name

User Name

Street Address

City, State Zip

Home

Steps

1. Check the demographic you wish to reach within your community.

251

☐
☐
☐
☐
☐
☐

2. Press Submit

Submit

Select Channel/Website

☐
☐
☐
☐
☐

252

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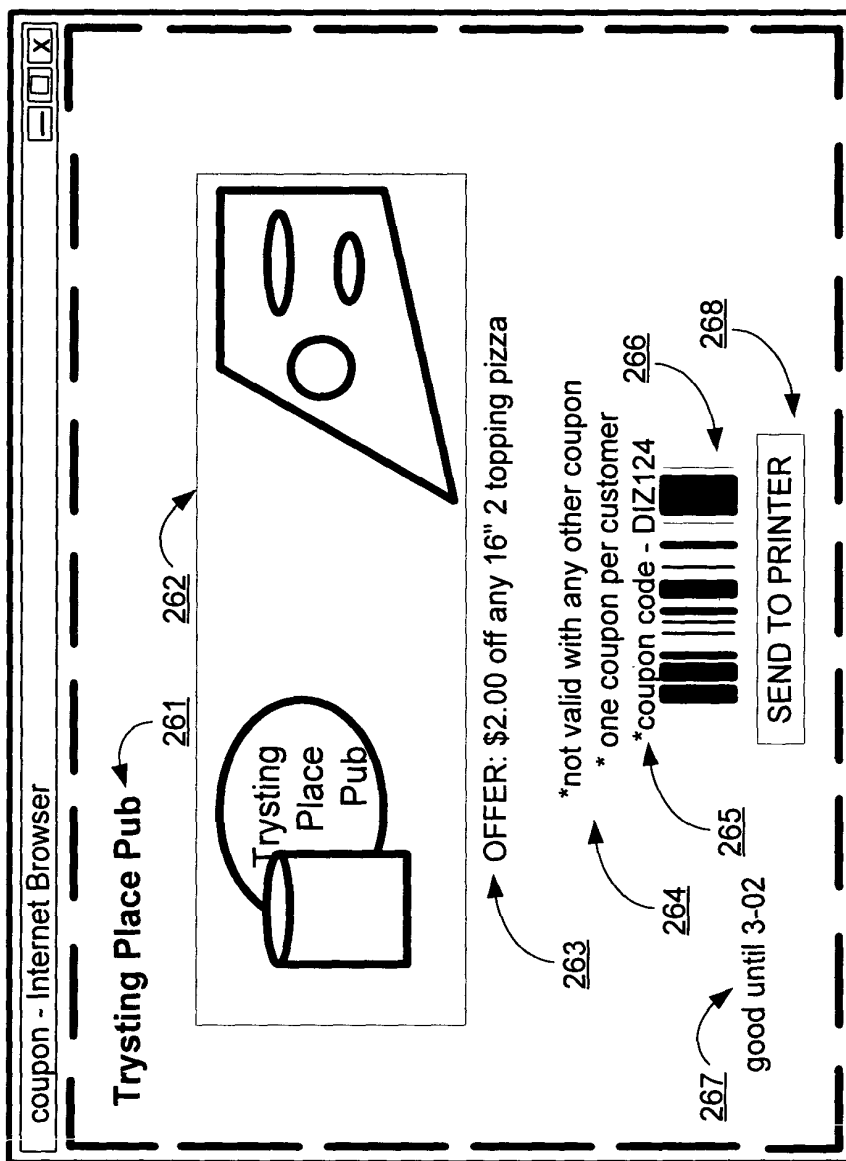
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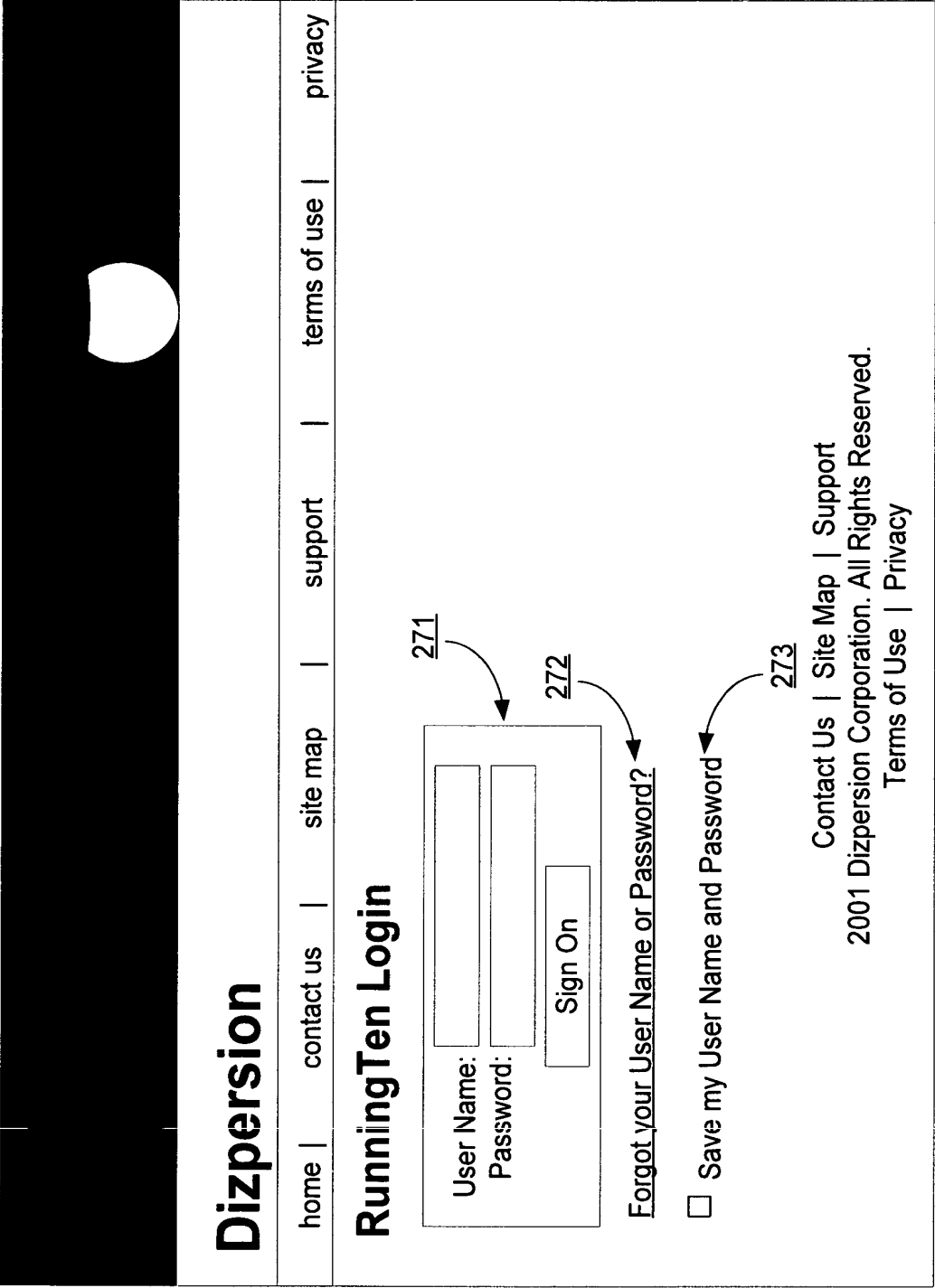
250

FIG. 12



260

FIG. 13



Independent Register

INTERNET CHANNEL NETWORK

for Brodhead and greater Green County, WI


HOME | CONTACT US | HELP

GENERAL NEWS | BUSINESS/FINANCE | SPORTS | TRAVEL | FAMILY | LEISURE | JOBS |



FAMILY

3/7/2002 1:05:26 PM

 iParenting.com

RATE CARD



DEMO

Gender

Male

Female

2%

98%

Median Age: 36 years

18-34

35-44

45-54

35%

53%

7%

Education

College Graduate +

Some College

88%

8%

Occupation

Managerial

Professional

31%

35%

AUDIENCE PROFILE

IPARENTING.COM

281

282

283

270

FIG. 15

Dizpersion										
			accounts		advertiser		website		log off threshold	
Broadcast Ad	Ad Upload	Coupon	Quantity	Channels	Geographic	Demographic	Summary			
Company Name		November 2001		choose a month						
User Name	304									
Street Address										
City, State Zip										
	Home									
System Activity		Billing								
Total Ads Served 62		TRV of Ads Served \$2.17								
Total Pop-ups Served 0		TRV of Pop-Ups Served \$0.00								
Total Towers Served 0		TRV of Pop-Ups Served \$0.00								
Total Banners Served 62		TRV of Pop-Ups Served \$2.17								
Total Geolocations Processed 14										
Total Queries Processed 62										
Ad Details	Open Date	Close Date	Entry Date	Account ID	Ad Type	Gross Quantity	Advertiser	Status		
view	11/12/01 11:00	12/12/01 13:00	10/26/01	1037	P	20,000	9004 Evanston Athletic Club	P		
view	11/10/01 7:00	12/10/01 18:00	10/26/01	2546	P	15,000	2728 Whole Foods	P		
view	11/9/01 7:00	3/9/02 13:00	11/2/01	1015	B	20,000	5573 Add Em Up Pub	P		
view	11/10/01 18:00	12/10/01 18:00	10/26/01	2546	P	20,000	1623 Clark's	P		
view	10/2/01 7:00	12/10/01 18:00	10/26/01	2546	P	20,000	2436 Jumbaliyah Jim's	O		
<<Previous		Next>>								
2001 Dizpersion Corporation							Contact Us	Privacy	Terms of Use	

FIG. 16

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
202

FIG. 17

FIG. 17

201

202

Dizpersion									
					log off		threshold		
					website		newspaper		
Broadcast Ad		Ad Upload		Coupon	Quantity	Channels	Geographic	Demographic	Summary
<div> <div> Company Name User Name Street Address City, State Zip  Home </div> <div> Publication Administration Create New Publication </div> </div>									
Publication Name	Publication %	Revenue	Banner CPM	Tower CPM	Pop-up CPM	Contract Begin Date	Contract End Date		
Independent-Register	50.0		\$35.00	\$45.00	\$60.00	11/01/01	05/01/01		
Dizpersion	100.0		\$1.00	\$1.00	\$1.00	11/01/01	12/30/05		
2001 Dizpersion Corporation									
					Contact Us	Privacy	Terms of Use		

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FIG. 18

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202

Dizpersion

log off

threshold

accounts

advertiser

website

newspaper

Broadcast Ad

Ad Upload

Coupon

Quantity

Channels

Geographic

Demographic

Summary

Company Name

User Name

Street Address

City, State Zip

Home

View Account

Publication

Name

Phone

Login

Password

5

Dizpersion

Myles McGuire

N/A

dizpub

dizpersion

3

Independent-Register

Barb Cook

(411) 555-5785

barbcook

indreg

4

Independent-Register

Deb Fitzgerald

(411) 555-5785

debfitzgerald

indreg

1

Independent-Register

Kim Markham

(411) 555-5785

kimmarkham

indreg

2

Independent-Register

Ed Mikkelsen

(411) 555-5785

edmikkelsen

indreg

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Dizpersion

log off

threshold

accounts

advertiser

website

newspaper

Broadcast Ad

Ad Upload

Coupon

Quantity

Channels

Geographic

Demographic

Summary

Company Name

User Name

Street Address

City, State Zip

Home

Advertiser

Contact Name

Position

Phone

City

State

Evanston Insurance Center

Myles McGuire

President

N/A

N/A

IL

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Dizpersion

log off

threshold

accounts

advertiser

website

newspaper

Broadcast Ad

Ad Upload

Coupon

Quantity

Channels

Geographic

Demographic

Summary

Company Name

User Name

Street Address

City, State Zip

Home

Site Name

Site URL

Monthly Impressions

Banner CPM

Tower CPM

Pop-up CPM

Start Date

End Date

Packers.com

www.packers.com

20000

\$22.00

\$23.00

\$44.00

04/01/22

02/01/22

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202

log off

threshold

website

newspaper

accounts

advertiser

Channels

Geographic

Coupon

Demographic

Ad Upload

Summary

Broadcast Ad

Quantity

Company Name

User Name

Street Address

City, State Zip

Home

361

State:

AL ▼

New Threshold:

Submit Query

362

List Current Threshold Values

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202

log off

threshold

accounts

advertiser

website

newspaper

Broadcast Ad

Ad Upload

Coupon

Quantity

Channels

Geographic

Demographic

Summary

Company Name

User Name 371

Street Address

City, State Zip

Home

System Activity

Total Ads Served 0

Total Pop-ups Served 0

Total Towers Served 0

Total Banners Served 0

Total Queries Processed 0

Billing

TRV of Ads Served \$0.00

TRV of Pop-Ups Served \$0.00

TRV of Pop-Ups Served \$0.00

TRV of Pop-Ups Served \$0.00

Place the following script in your site's HTML where you wish to display location targeted Dizpersion advertisement:

Banner -

<script src="http://64.41.72.29/dizpersion/servlet/adservice?siteID=2&adType=1"></script>

Tower -

<script src="http://64.41.72.29/dizpersion/servlet/adservice?siteID=2&adType=2"></script>

Pop-up -

<script src="http://64.41.72.29/dizpersion/servlet/adservice?siteID=2&adType=3"></script>

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FIG. 23

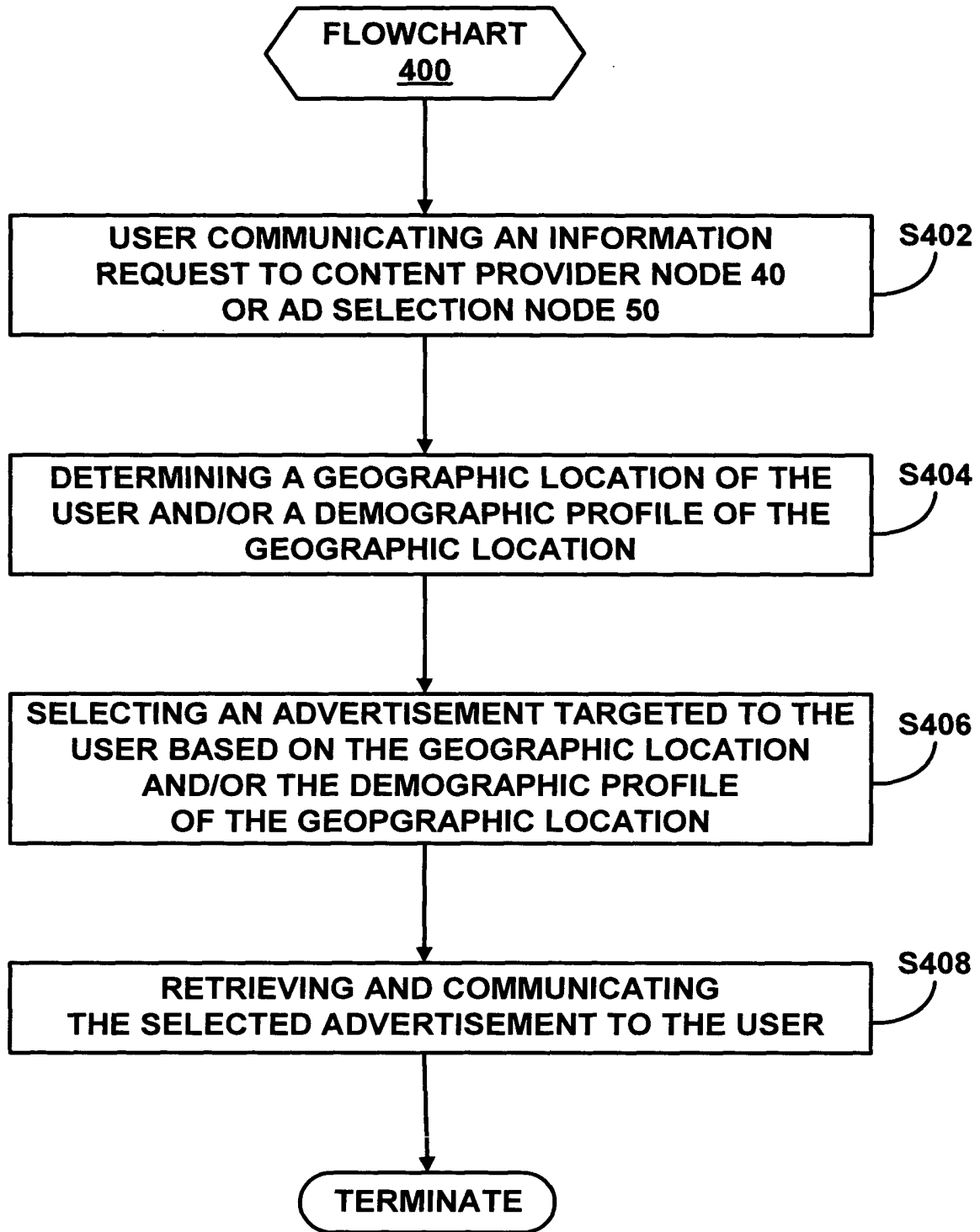


FIG. 24

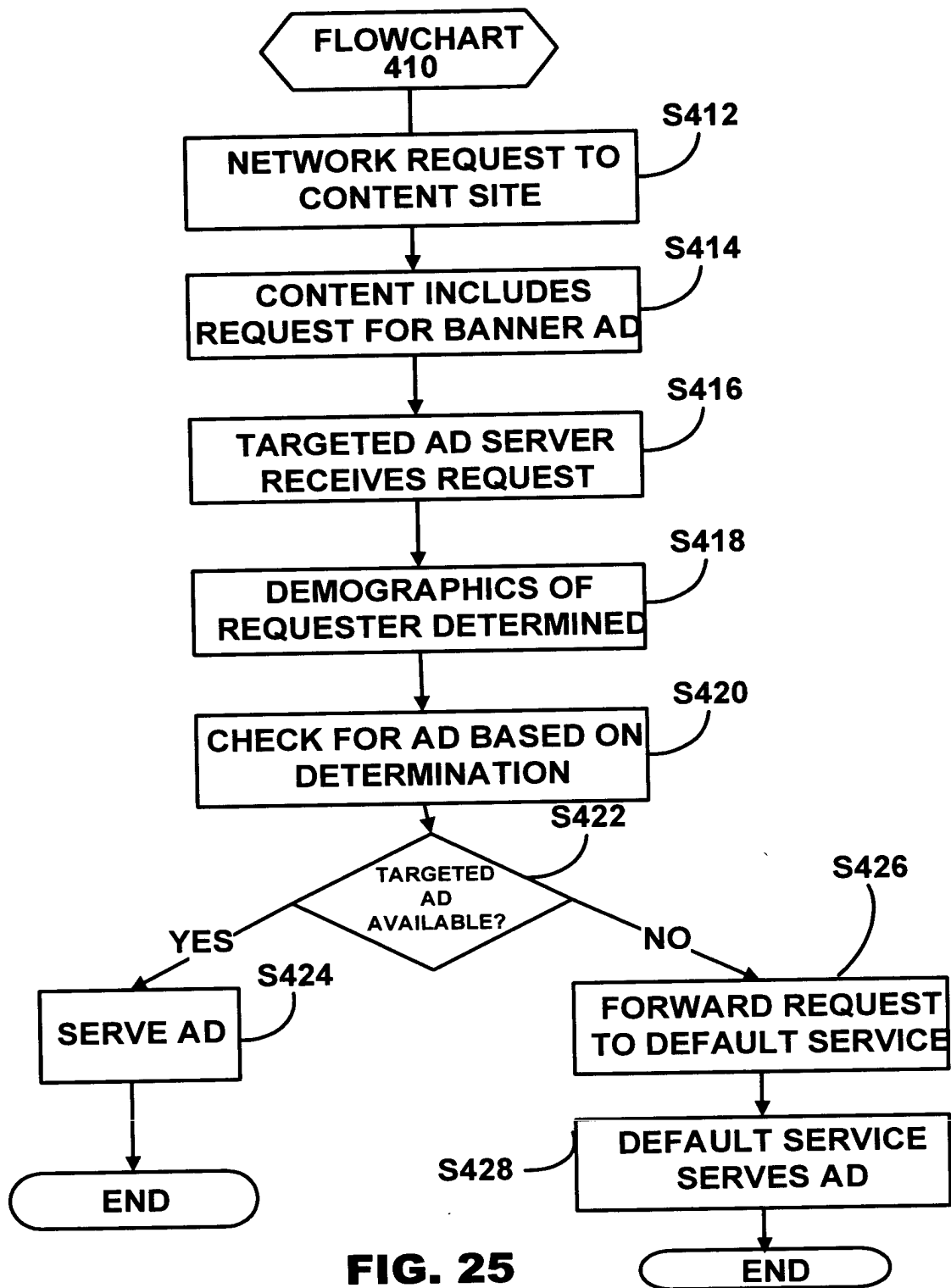


FIG. 25

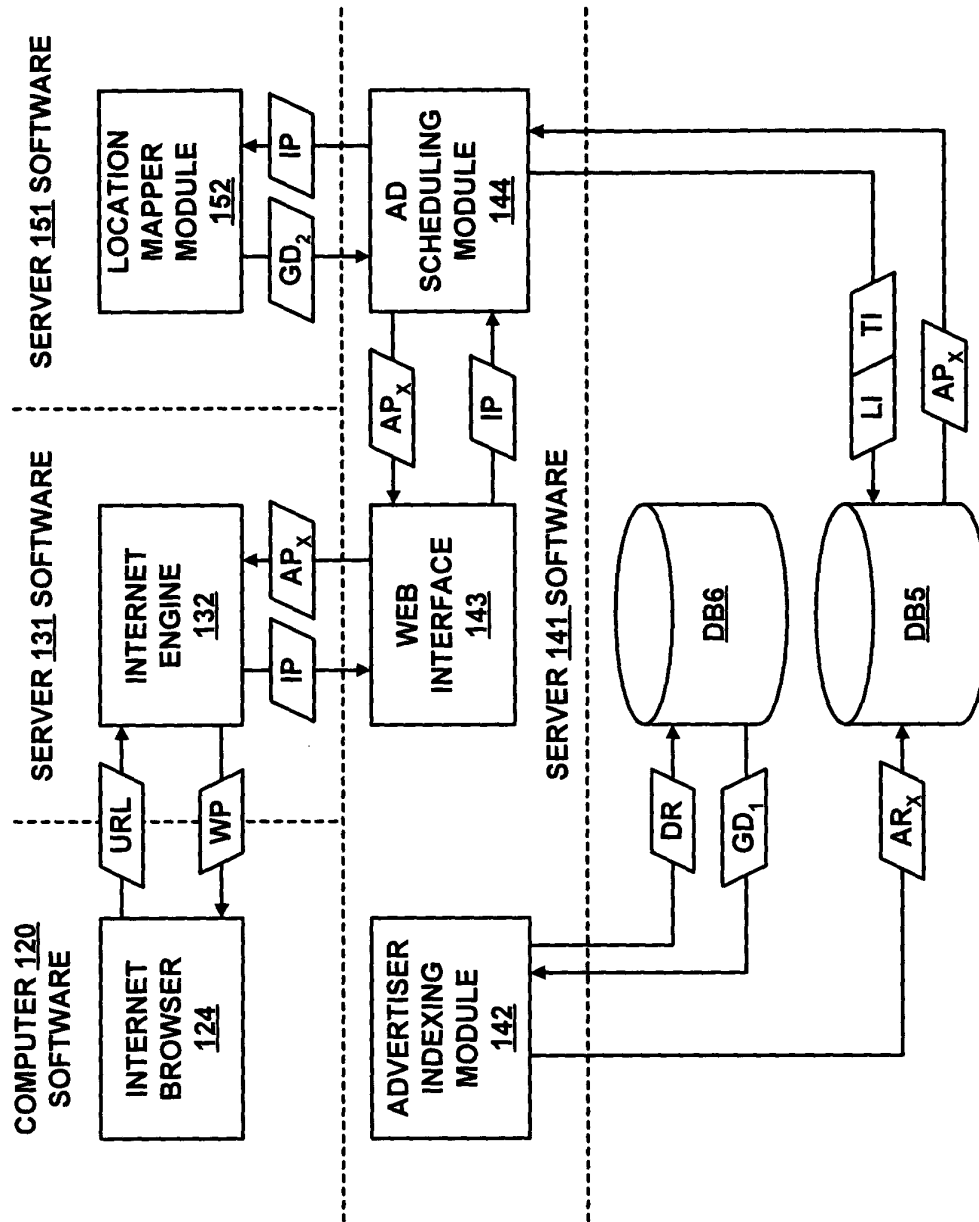


FIG. 26

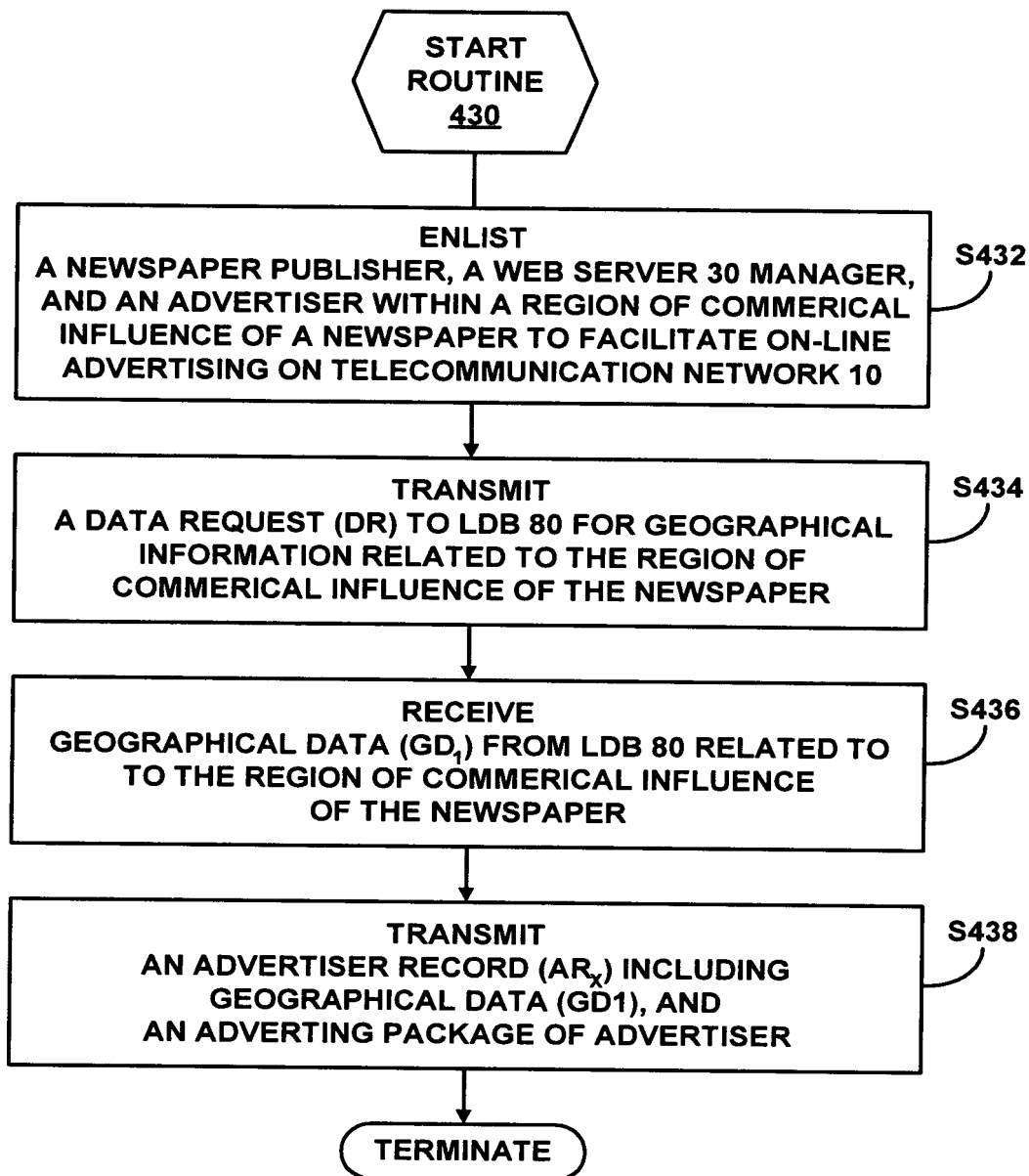


FIG. 27

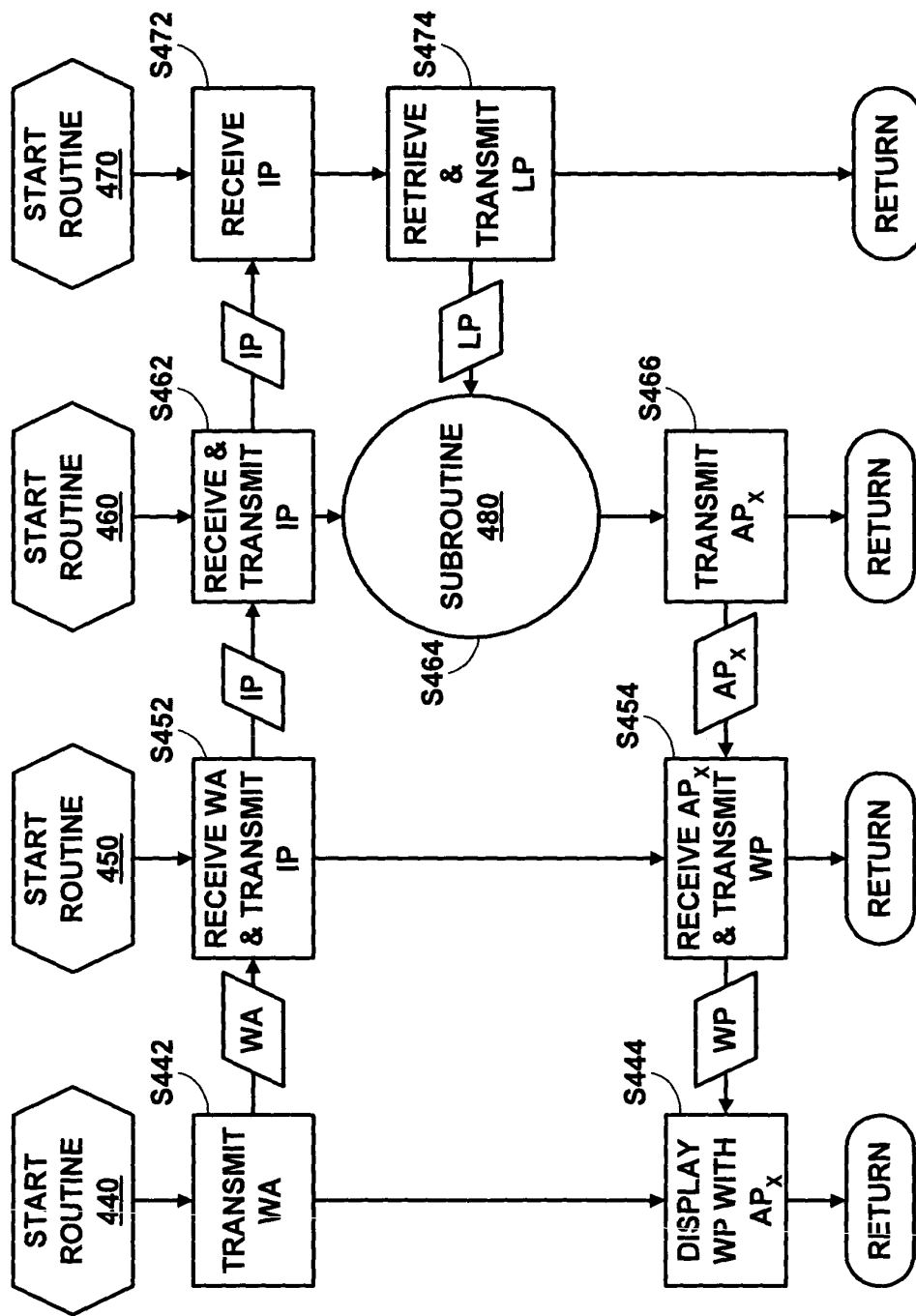


FIG. 28

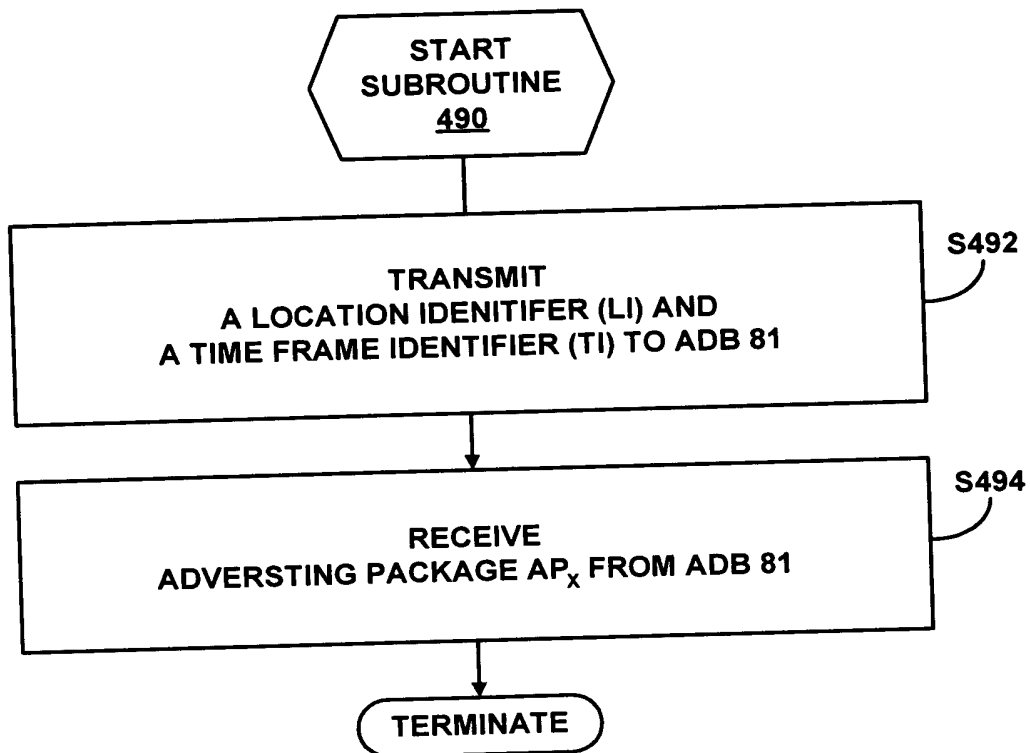


FIG. 29

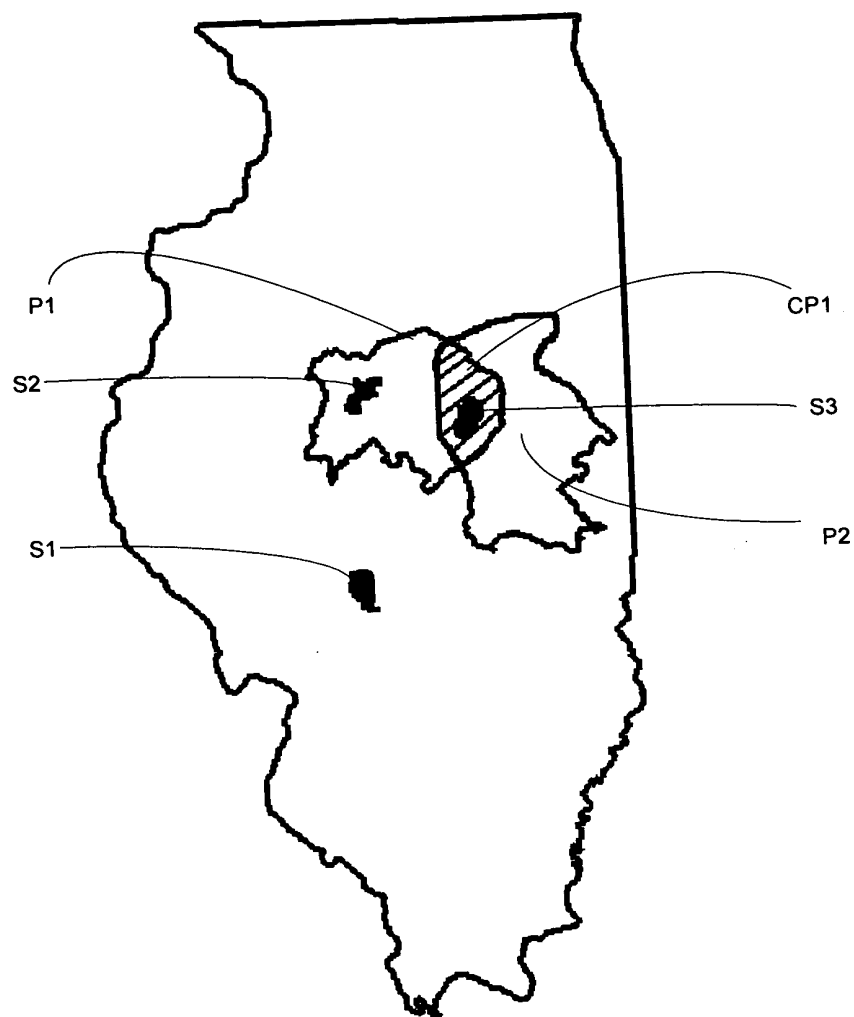


FIG. 30

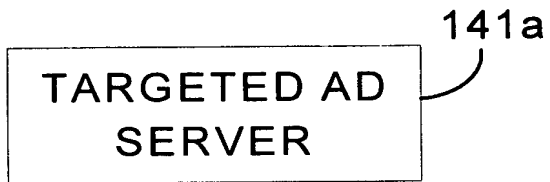


FIG. 31

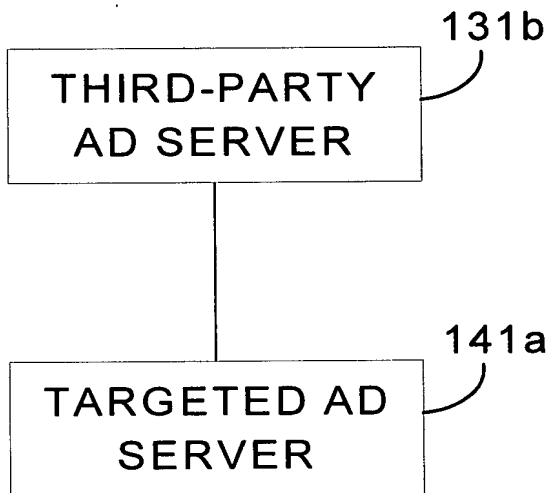


FIG. 32

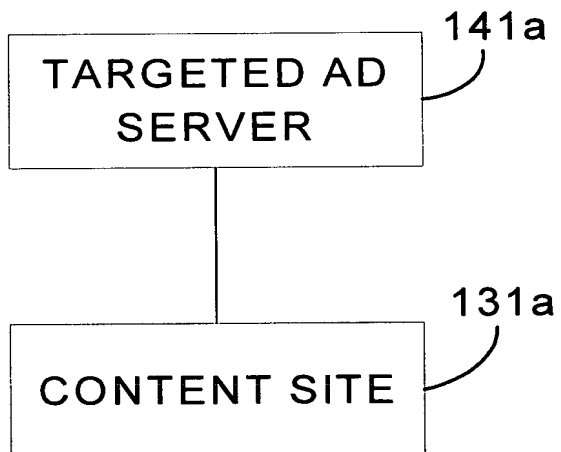


FIG. 33

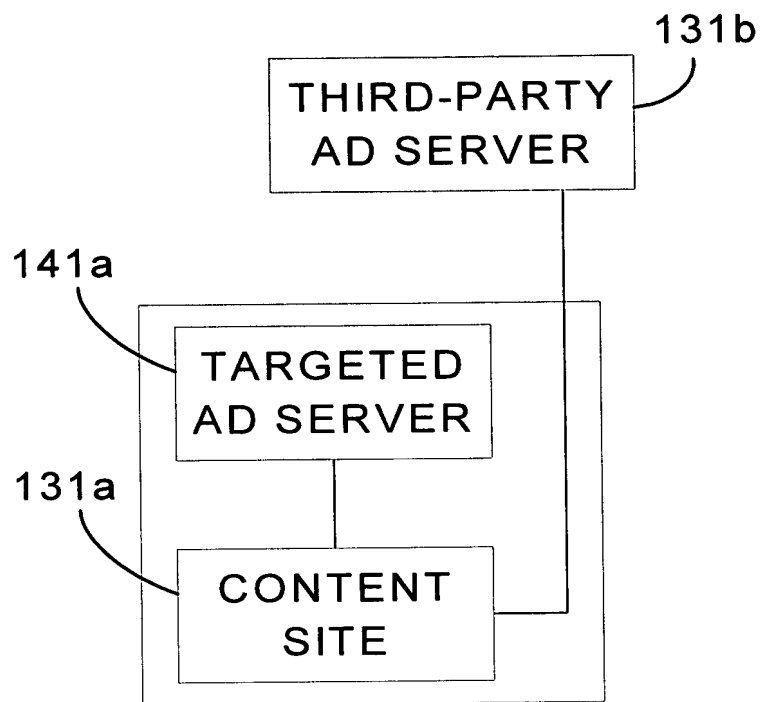


FIG. 34

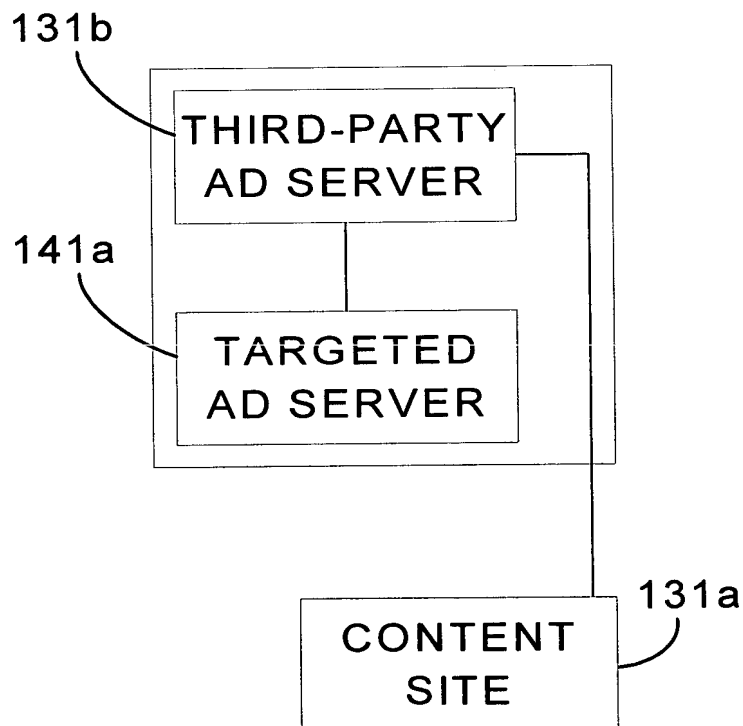


FIG. 35

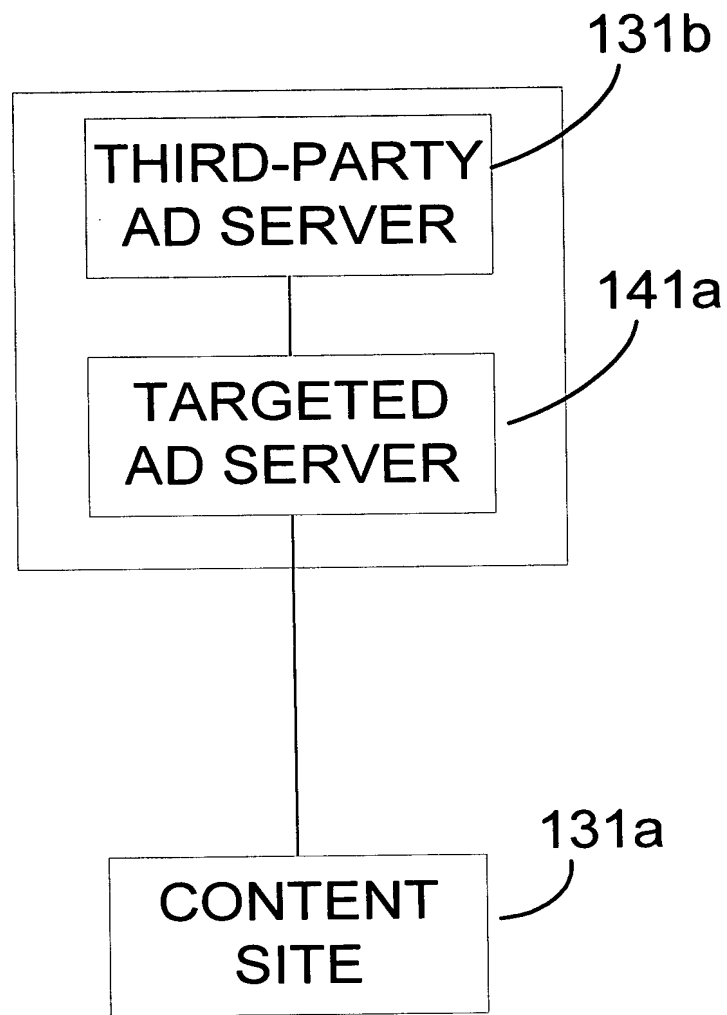


FIG. 36

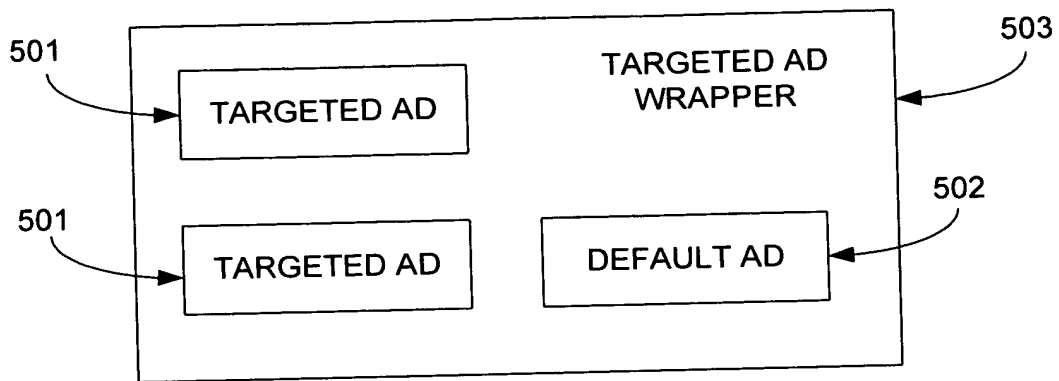


FIG. 37

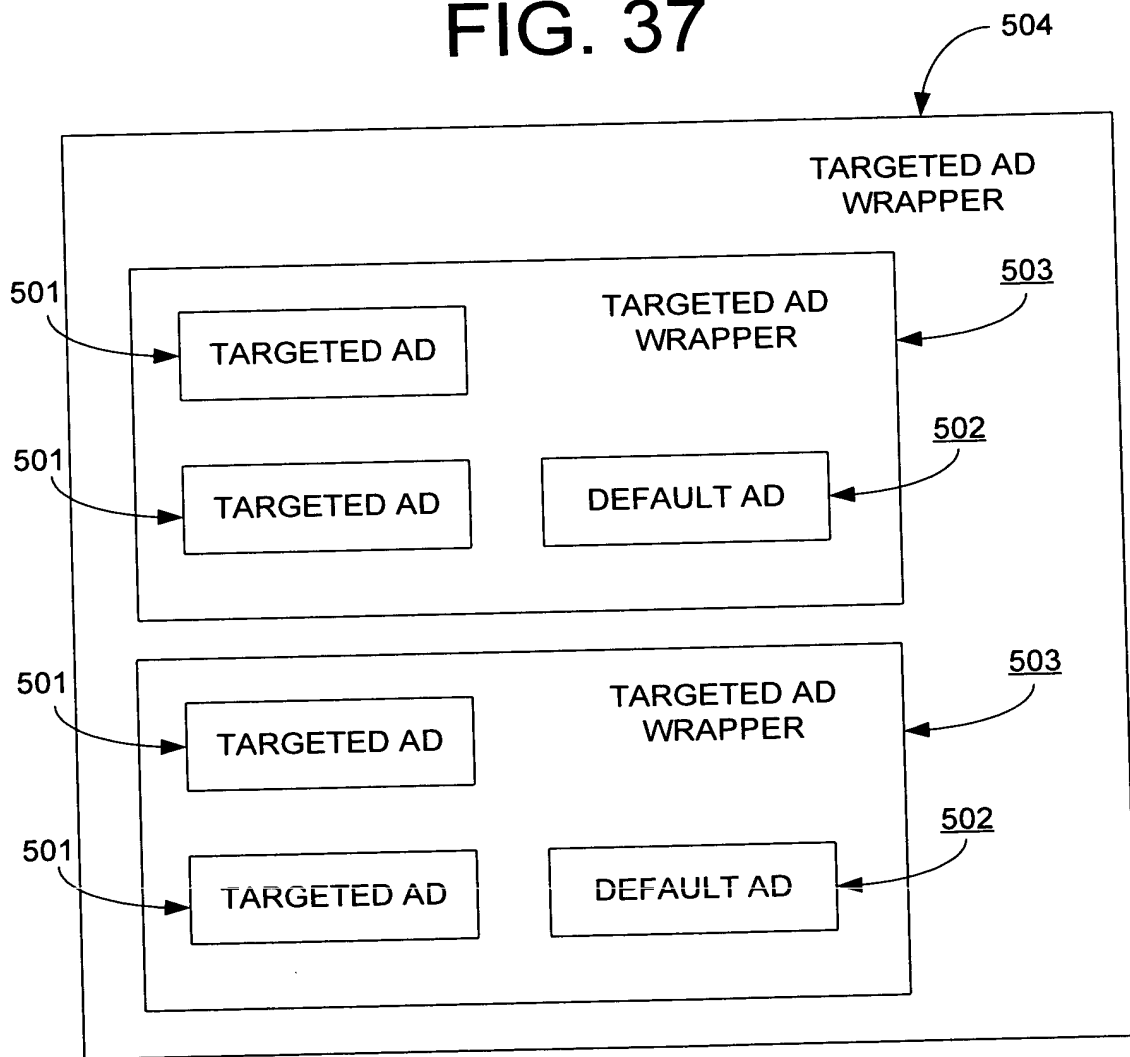


FIG. 38



FIG. 39

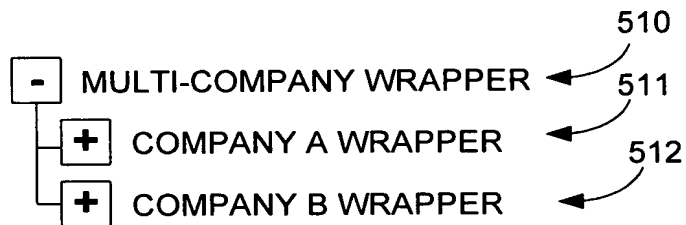


FIG. 40

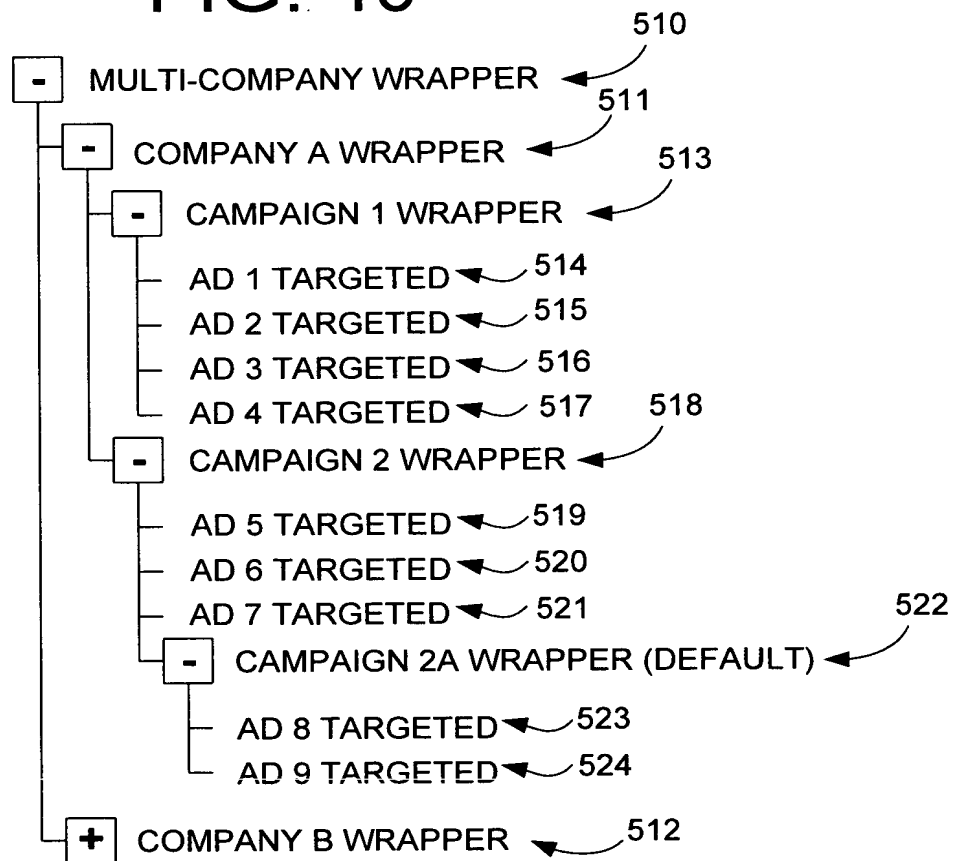
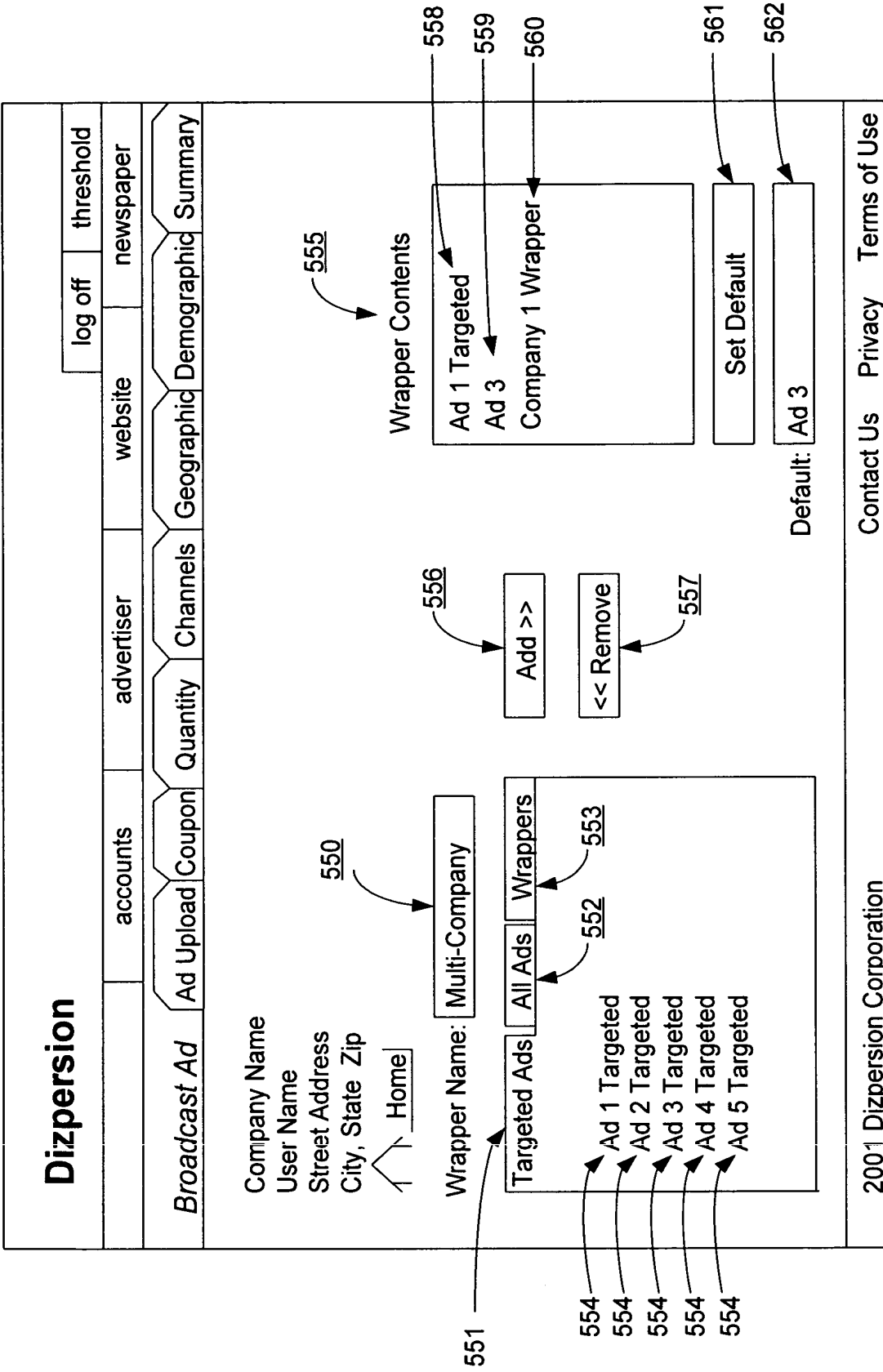


FIG. 41



Dizpersion

log off

threshold

accounts

advertiser

website

newspaper

Broadcast Ad

Ad Upload

Coupon

Quantity

Channels

Geographic

Demographic

Summary

Company Name

User Name

Street Address

City, State Zip

Home

Target Name:

Baby

Add Target:

Add >>

Add Avoid:

Add >>

TARGET LIST

Children x

Baby x

Parent x

AVOID LIST

Death x

Murder x

Law Suit x

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600

FIG. 43

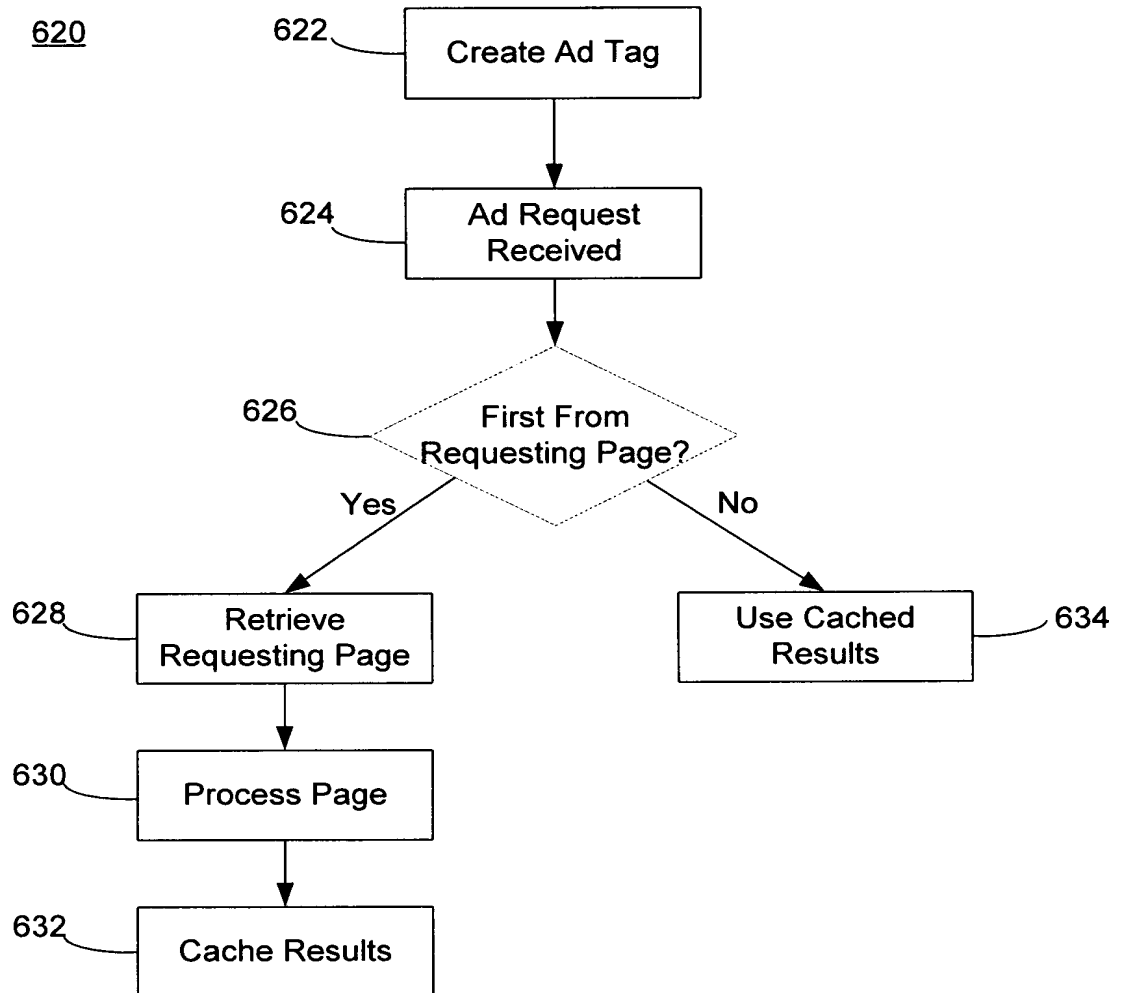
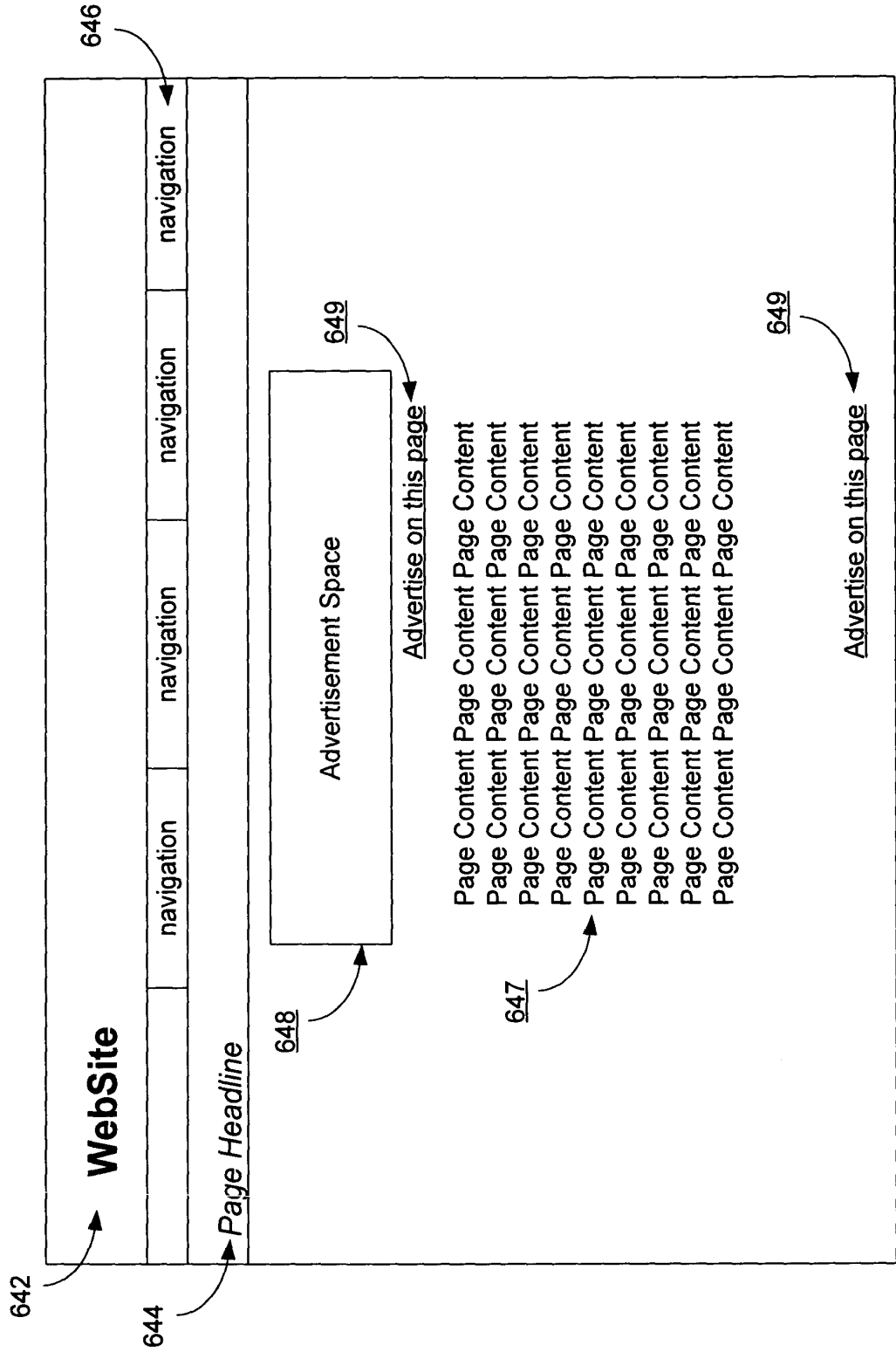


FIG. 44



640

FIG. 45

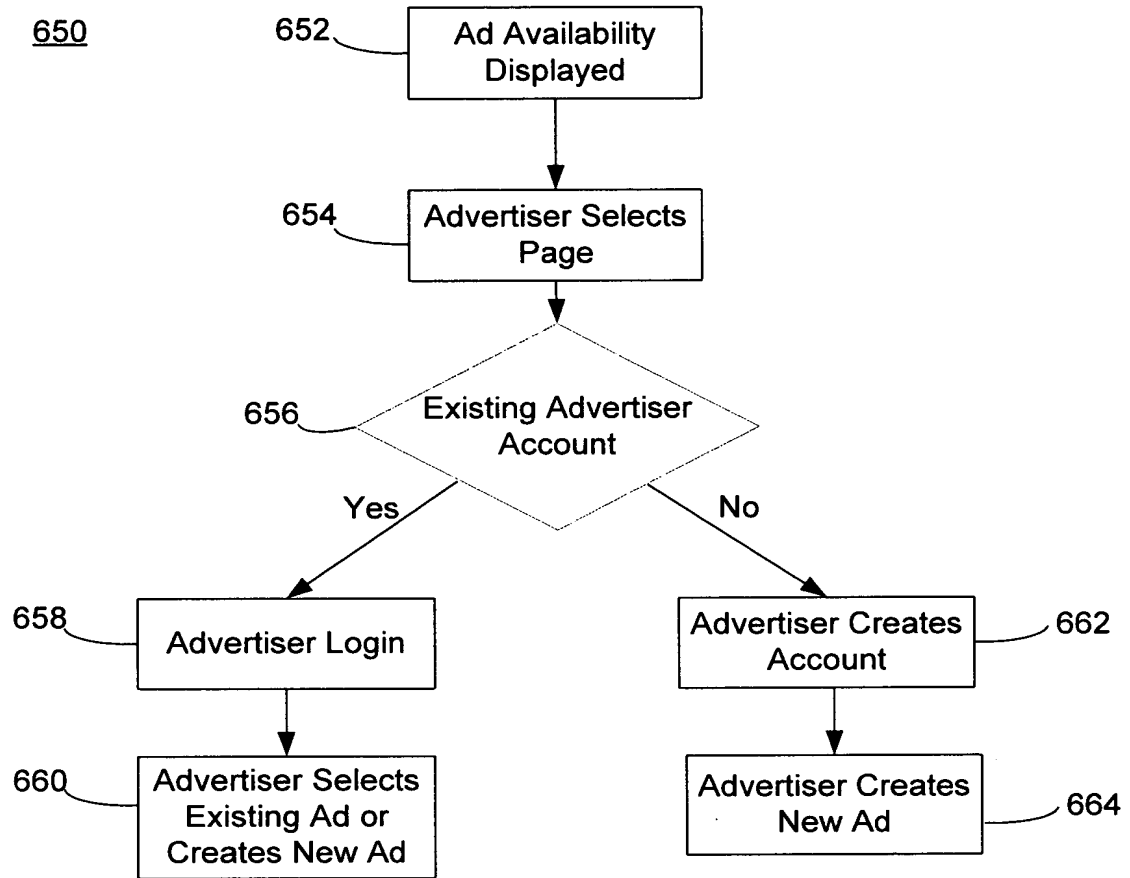


FIG. 46